

5 THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

- 1 A road advertising system in which advertising indicia is applied to  
an upper surface of a road forming a carriageway capable of carrying  
10 pedestrian and/or vehicular traffic;  
the system comprising;  
a wheel mounted mobile unit including a source of marking fluid,  
delivery means to distribute said fluid onto a surface,  
control means to regulate delivery rate of said fluid,  
15 the control means including a computer actuated plotter which controls the path  
of at least one delivery nozzle associated with the delivery means to form an  
image on the road surface.
- 2 A road surface advertising system according to claim wherein the  
mobile unit is a vehicle including a control centre capable of actuating said  
20 control means.
- 3 A road surface advertising system according to claim 2 wherein the  
plotter defines a path which is determined by parameters programmed into said  
computer.
- 4 A road surface advertising system according to claim 3 wherein the  
25 path defined by said plotter is an outline of an advertising image to be applied to  
said road surface.
- 5 A road surface advertising system according to claim 4 wherein a  
plurality of nozzles each deliver a fluid of at least one type.
- 6 A road surface advertising system according to claim 5 wherein each  
30 delivers a fluid of at least one colour.

7           A road surface advertising system according to claim 6 wherein the vehicle includes a control panel to select a computer generated advertising indicia and activate said plotter to generate said image.

8           A road surface advertising system according to claim 7 wherein, the  
5           images are stored on a data base in said computer.

9           A road surface advertising system according to claim 8 wherein the control means includes a controller which regulates the rate of discharge of fluid from said nozzles.

10          10           A road surface advertising system according to claim 9 wherein the fluid is sprayed from each said nozzles.

11          A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper road surface.

15          12           A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper surface of a substrate .

13          A road surface advertising system according to claim 12 wherein the substrate is fixed to a road surface by an adhesive.

20          14           A road surface advertising system according to any of the forgoing claims wherein the fluid is paint.

15          A road surface advertising system according to claim 14 further comprising a heating unit which rapid cures said paint when applied to the surface.

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16          A road surface advertising system according to any of the foregoing claims wherein, the advertising indicia includes a protective skin to avoid abrasion of the advertising surface by traffic passing on the upper surface.

30          17           A method of applying advertising to a roadway or pedestrian pavement comprising the steps of :

- a) preparing a pavement surface capable of carrying pedestrian or vehicular traffic;
- b) providing an advertising image on an upper surface of said pavement or on a substrate fixed to said pavement, underneath the upper surface so that the advertising is protected from wear due to vehicular and /or pedestrian traffic
- c) placing the image or indicia so that said image is viewable from above or at an acute angle to a plane of the advertising and wherein the advertising is disposed below an upper surface of said pavement.

10        18        A method of applying advertising to a roadway or pedestrian pavement comprising the steps of :

- a) preparing a pavement surface capable of carrying pedestrian or vehicular traffic;
- b) taking a computer controlled system and selecting parameters from a computer data base for a selected image;
- c) activating a plotter associated with said system which is responsive to selection of said image.,
- d) allowing the plotter to define an outline of an image on a road surface or on a substrate fixed to said road surface;
- e) arranging the size of the image or indicia so that said image is viewable from above or at an acute angle to a plane of the advertising.

25        19        A method of placing an image on a road surface; the method comprising the steps of :

- a) taking a wheel mounted mobile unit including a source of marking fluid,
- b) taking delivery means to distribute said fluid onto a surface,
- c) activating control means to regulate delivery rate of said fluid,

d) activating the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

20 A method according to claim 19 comprising the further step of moving the vehicle along the road surface as said fluid is delivered according to prescription.

21 A method according to claim 20 comprising the further step of allowing the plotter to define a path which is determined by parameters programmed into said computer to outline an advertising image.